

IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Cancelled).

Claim 2 (Currently Amended): The method of claim 15, wherein said defining [[is]]
and formatting are performed at a single location that is remote from a location of the
broadcast customer.

Claim 3 (Currently Amended): The method of claim 2, wherein said defining
formatting further comprises integrating the desired subset of stored information with images
associated with the broadcast customer with the broadcast-ready video data stream.

Claim 4 (Previously Presented): The method of claim 15, wherein said merchandising
information comprises sports data and weather information.

Claim 5 (Previously Presented): The method of claim 4, wherein said merchandising
information includes scores and schedules of contests within a marketing area of the
broadcast customer.

Claim 6 (Previously Presented): The method of claim 4, wherein said merchandising
information includes weather data from sites within a marketing area of the broadcast
customer.

Claim 7 (Currently Amended): The method of claim 4, wherein said defining further
comprises associating weather and sports information in the display data desired subset of

~~stored information~~ with a game-time forecast of weather conditions at a specific game location.

Claim 8 (Currently Amended): The method of claim 15, wherein the output video digital data is a video stream which is correspondingly updated during broadcast when a new first or second selection is received by the server ~~said defining is performed at a location that is remote from a location of the broadcast customer, and includes selecting a desired screen layout of the stored information to be included in the broadcast-ready data stream by the broadcast customer.~~

Claim 9 (Currently Amended): The method of claim 15, wherein said transmitting further comprises transmitting the broadcast-ready data stream to the broadcast customer upon ~~a command request~~ of the broadcast customer.

Claim 10 (Currently Amended): The method of claim 15, wherein said ~~defining~~ formatting further comprises integrating ~~the desired subset of stored information with advertising material~~ with the broadcast-ready video data stream.

Claim 11 (Previously Presented): The method of claim 15, wherein each broadcast-ready data stream is different from another broadcast-ready data stream.

Claim 12 (Previously Presented): The method of claim 15, wherein said information includes proprietary information.

Claim 13 (Previously Presented): The method of claim 15, wherein to the broadcast-ready data stream is limited to only the broadcast customer by use of a password.

Claim 14 (Currently Amended): The method of claim 15, wherein the changed information is real-time weather data ~~said formatting further comprises formatting the stored information to produce a real time broadcast ready data stream.~~

Claim 15 (Currently Amended): A method for merchandising information to a broadcast customer for inclusion in an output video digital data stream, said method comprising:

storing the merchandising information in a database;
receiving changed information;
automatically updating the stored information based on the received changed information;
receiving, from the broadcast customer, a first selection identifying a subset of the stored information as display data;
receiving, from the broadcast customer, a second selection identifying a screen arrangement for the display data, the screen arrangement determining where the display data will be positioned on an output screen which is displaying the output video digital data stream;
defining, at a server, a video layout based on a selection made by the first and second selections received from the broadcast customer, the selection including a subset of the stored information and a screen arrangement of the selected subset of stored information;
formatting, at the server, a broadcast-ready video data stream which includes the display data based on the video layout that includes the subset of stored information such that

~~the subset of stored information will be positioned on an output screen according to the selected screen arrangement;~~

transmitting the broadcast-ready video data stream from [[a]] the server to the broadcast customer;

receiving the broadcast-ready video data stream from the server; and

combining, prior to broadcast, the received broadcast-ready video data stream with video content broadcast by the broadcast customer thereby producing the output video digital data, wherin the combining positions such that the display data of the received broadcast-ready video data stream and the video content broadcast by the broadcast customer according to the screen arrangement are overlaid in a resulting video digital data stream.

Claim 16 (Currently Amended): The method of claim 15, wherein the first and second selections are performed selection made by the broadcast customer is accomplished using an interactive dialog stored on the server.

Claim 17 (Currently Amended): The method of claim 15, wherein the defining further comprises defining a screen position in the video layout for the stored information is real-time information.

Claim 18 (Currently Amended): The method of claim 17, wherein the defining further comprises defining a second screen position in the video layout for the stored information further comprising:
receiving a third selection identifying a second subset of the stored information as second display data;

receiving a fourth selection identifying a second screen arrangement for the second display data, the second screen arrangement determining where the second display data will be positioned on the output screen which is displaying the output video digital data stream, wherein the defining further comprises defining the video layout based on the first, second, third and fourth selections received from the broadcast customer.

Claim 19 (Currently Amended): The method of claim 15 further comprising:
displaying the resulting data stream output video digital data in which the received broadcast-ready data stream and the video content broadcast by the broadcast customer are simultaneously displayed.

Claim 20 (New): A method for merchandising information to a broadcast customer for inclusion in an output video digital data stream, said method comprising:
storing the merchandising information in a database;
receiving changed information;
automatically updating the stored information based on the received changed information;
receiving, from the broadcast customer, a first selection identifying a subset of the stored information as display data;
receiving, from the broadcast customer, a second selection identifying a screen arrangement for the display data, the screen arrangement determining where the display data will be positioned on an output screen which is displaying the output video digital data stream;
defining, at a server, a video layout based on the first and second selections received from the broadcast customer;

formatting, at the server, a broadcast-ready video data stream which includes the display data based on the video layout;

transmitting the broadcast-ready video data stream from the server to the broadcast customer;

receiving the broadcast-ready video data stream from the server; and

combining, prior to broadcast, the received broadcast-ready video data stream with video content broadcast by the broadcast customer thereby producing the output video digital data, wherein the output video digital data is a video stream which is correspondingly updated during broadcast when a new first or second selection is received by the server.